

For Other
Gimbel News
See Page 2, Part II

This Is Girl Scout Week

Give the Girl Scouts a boost—give them the means to go on—to grow. It's the greatest thing in America today—and it needs your help. Make out your checks to Girl Scouts, Inc., 189 Lexington Avenue, New York.

GIMBEL BROTHERS

32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Glove, Silk Pettibloomers Wonderful Values at \$3.95

That comfortable and clever substitute for the petticoat. These have elastic waistbands and elastic cuffs, with chic little pleated ruffles. In blues, greens, greys, purples, taupe and black. GIMBELS PETTICOAT SHOP—Second Floor

Phone Number
Pennsylvania
5100

AN EVENT IN COATS

Offering Most Exceptional Values
in the Newer Models and Only the
Finer Fabrics---for Women and Misses

\$36.50

AND YOU WILL INSTANTLY
RECOGNIZE THE IMPORTANT
SAVINGS ON EVERY ONE OF
THESE 1473 SMART WRAPS

Much might be said about these coats—but little need be. One look at the models, a "feel" of the fabrics and linings and furs, a glance in the mirror, a second look at the price tag to assure yourself that such splendid coats can be bought for \$36.50—and out will walk a more-than-pleased purchaser.

Every Coat Is
Silk Lined : Half
Are Fur Trimmed

FABRICS

Soft Bolivias for the most part

Wonderful Velours
A group of Plush evening wraps

And one model of Salt's Plush with a skunk opossum collar

COLORS

The dull browns like Zanzibar

The soft tans like reindeer

Wonderful blues, Nanking and Pekin

Any number of shades and black, too

STYLES

Plenty of Wrap-Coats
Plenty of Dolmans

And many of the straight-line coats that are so rapidly finding favor.

The Evening Wrap has a huge, drapery collar and comes in purple, Copen, taupe, rose and gold.

Twelve of the styles are pictured.

FURS

Flattering Nutria

Soft Raccoon

Skunk Opossum

Australian Opossum

Modish French Seal

\$36.50

These Are Women's Coats

None Sent C. O. D.
No Approvals
No Exchanges

Women's and Misses'
Coat Shops—Third Floor



These Are Misses' Coats

Extra Salespeople.
Sale Starts at 9



CHINA and GLASS

the Entire Half Mil-
lion Dollar Stock of

HIGGINS & SEITER

Retired from Business

At Exactly HALF-PRICE

There you have it again—the news that swept New York like flame—the breath-taking, record-breaking, epoch-making news that whirled us—and the country—from Canadian border to Mexican gulf—into the vortex of the greatest selling event that the Gimbel organization or any other organization has ever known. And now that the first never-to-be-forgotten week is over

The Outstanding Facts Are These

1. Great Inroads Have Been Made in Great Stocks—BUT

There's still a lot of china you'll want at the Lowest Prices You'll Ever Pay for It.

Half Higgins and Seiter Prices

2. There's a Treasure Trove of Exquisite Christmas Gifts Here

Ramekins, Bouillon Cups, Cups and Saucers, Florentine Book Ends, Candlesticks, and other Objets d'Art, at exactly

Half Higgins and Seiter Prices

3. We've Just Unpacked 3,000 Barrels of Choice Crystal

choicest that England, France or America can offer—every kind of glass for every conceivable purpose. Finest Imported Crystals from Belgium and Sweden. Baccarat, Val St. Lambert, Cristalleries de St. Louis, Royal Swedish. And from America's best—Hawkes, Dorflinger, Libbey, Sinclair, Pierpont, Steuben and others, all at

Half Higgins and Seiter Prices

4. To Eke Out Depleted Dinnerware Stocks we Announce for Tomorrow—Monday

A 20% Reduction on All Gimbel Open-Stock Pattern Dinner Sets

from Theodore Haviland & Co., Wm. Guerin & Co., Bernardaud & Co., Knowles, Taylor & Knowles, Edward N. Knowles, Homer Laughlin & Co., Syracuse China Co., and others.

5. And on the Main Floor the Remaining Higgins & Seiter Stock Together With Gimbel Stock of

Sterling Silver Deposit Ware at Half Price
Sterling Silver Mounted Glassware at Half Price
Sheffield Plated Tableware at One-Third Off

No C. O. D.'s. No Exchanges. No Credits.
GIMBELS CHINA SHOP—Fifth Floor.